

Functions of Business Letters

Business letters secure, promote and maintain business without complications, Business letters serve us a reference for the future. Every organization should have to classify its outgoing mail and incoming mail and file them classified on the basis of their subject matter in a chronological sequence. Business letters serve to maintain the correct information of the organization in the perception of the receiver. Business letters establish and maintain contacts over a wide area truly enlarging the scope and extent of business. Business letters can be used as legal documents in disputes. All business letters promote goodwill and enhance the prestige and the image of the organization.

We can enumerate the functions of a business letter thus :

(a) **Promotional Functions:** Business organizations have to grow and enlarge, improving the quality of their products, by producing new products and providing better services. The customers have to be kept informed through letters these developments. Business organizations have to expand their market by tapping new areas. All round expansion is possible only if the organization keeps all the people concerned well informed through letters that promote sales and service.

(b) **Informational Functions:** Business letters provide valuable data about earlier policies, transactions and all other activities of the organization. Modern business cannot depend on memory as in olden days. Letters are ready references if they are available. New policies can be evolved by studying the earlier ones. It is not only essential to maintain good correspondence but also more essential to make them be available in the files.

(c) Legal Functions: Business letters can provide evidence in legal disputes, if any, that occur in a transaction. They are useful as legal documents in quotations and offers.

(d) Goodwill Functions: Business letters promote goodwill among parties transacting business. They build a good rapport between parties in a business transaction.

All these functions of a business letter promote sales and improve the image of the firm. So, every business letter is a sales letter if it serves the stated or implied objectives.

Important of functions business letters:

1-Get Attention and Make Sales

Despite the trend to conduct business electronically, the traditional sales letters remain an important tool of modern business. Most business letters are actually sales letters since their intended purpose is to promote the sale of either goods or services to the recipients. There are five main objectives of sales letters:

To attract the recipient's attention.

To establish a friendly relationship with the recipient.

To appeal to the recipient's purchasing motives.

To persuade the recipient to take action.

To provide the recipient with the opportunity to take action.

2- Promote the Business and Influence Action

The goal of any public-relations endeavor is to influence a targeted audience's beliefs, attitudes or actions. Such is the case with a public-relations letter. The PR letter's main objective is to influence positively an audience's impression of the company or organization.

Some examples of public-relations letters are those that strive to accomplish the following goals:

Promote a new business.

Invite customers to open charge accounts.

Thank customers for their business.

Welcome potential customers to the community.

Announce a special sale or service.

Offer incentives to use the services of the company.

3- Requests and Responses

The most routine business letters either make a request or respond to one. Examples of request letters include reserving a meeting room, requesting a price quote, asking for billing statements, and setting up appointments. Nevertheless, these routine letters are not to be treated routinely. Therefore, you should follow certain guidelines when either submitting a request or responding to one:

Provide complete information.

Never make unreasonable requests.

Be accurate and precise.

Never be discourteous.

4- Claims and Adjustments

Customers sometimes complain about faulty service or products. When such occasions arise, businesses must respond by negotiating with customers in order to make an adjustment. Additionally, businesses also write claim letters, such as when a supplier fails to send the right product or does not ship it at all.

However, whether responding to or submitting a claim or an adjustment, you should keep the following rules in mind:

Make certain that you have all the facts.

Be accurate and complete when describing the claim.

Avoid being accusatory, threatening or demanding.

Be courteous.

Suggest a reasonable solution that will agreeable to all concerned parties.

5- Hospitality and Social Communications

Congratulating business workers on special occasions is a common courtesy and tradition. Employers should also send letters of condolence when an associate suffers a loss or tragedy, respond promptly to formal invitations, recognize retirements and express gratitude for gifts, hospitality or special treatment. Not acknowledging such circumstances portrays the company in a bad light.